

Wisconsin *Cheese Makers* Guild

6048 WEST BELOIT ROAD • MILWAUKEE, WISCONSIN 53219

If Undeliverable Do Not Return



*...a Gift of Cheese
is sure to please*

BULK RATE
U. S. POSTAGE
PAID
Permit No. 132
Milwaukee, Wis.

T NELSON

BOX 32
SCHOOLEYS MTN NJ 07870

CATALOG

From: _____



Wisconsin *Cheese Makers* Guild



6048 West Beloit Rd., Dept. 37
Milwaukee, Wisconsin 53219



Our Twenty-Second Year

GUARANTEE

EACH GUILD GIFT PACKAGE IS GUARANTEED to be just as it is represented in our catalog. Each is guaranteed to arrive in perfect condition. In the unlikely event of shortages, only substitutions of equal or greater value will be made.

CLOSING DATES FOR CHRISTMAS DELIVERY

USA December 10th.

Overseas* November 15th.

Personalized labels for crock spreads November 25th.

Address changes after placing order December 1st.

All orders shipped for Christmas delivery unless otherwise specified.

*For Canadian, APO and FPO shipments see "Overseas and Foreign Shipments" information under "How To Order."

We furnish your personal greetings! Special cards must arrive with order! Size not over 3x5".

GIFT GREETINGS

Your name is automatically included with each package as you direct. We will use Your Personal CHRISTMAS or BUSINESS CARDS provided you send them WITH YOUR ORDER and they DO NOT EXCEED 3x5".

PERSONALIZED LABEL CROCK SHIPMENTS

FOR PERSONALIZED CROCK SHIPMENTS postpaid and f.o.b., SEE PAGES 19, 20 and 21 IN CATALOG.

ALL GIFTS ON DISPLAY

When in Milwaukee you can see all the gift selections on display at our Guild Headquarters located at 6048 West Beloit Road.

SPECIAL ASSORTMENTS

Available All Year 'Round Except November and December.

GUILD REFERENCES

American City Bank & Trust Co., Milwaukee, Wis.
Wisconsin Marine Bank, Milwaukee, Wis.
Milwaukee Association of Commerce.

**NO ADVERTISING OR PRICES ARE
INCLUDED IN ANY OF OUR PACKAGES.**

HOW TO ORDER

Read and to assure prompt delivery at the sure to read directions and follow these instructions.

YOUR NAME AND ADDRESS

Put your name and complete address in on reverse side of this envelope. If you firm give Company Name and have it printed signature of purchaser.

WRITING INSTRUCTIONS

Put full name and address of person to street address, city, state and zip code on your list must have a complete code if known. If an address is incomplete at the time please leave that name and new order later. One incomplete up your entire order.

NUMBERS AND QUANTITIES

Put catalog gift numbers and quantities.

DELIVERY

Shipped for Christmas delivery unless noted.

ADDITIONAL SPACE FOR ORDERING?

Fill in exactly the same manner as this on your own letterhead or stationery and envelope.

PLEASE SEND CHECK PAYABLE TO THEESEE MAKERS GUILD. DO NOT SEND CURRENCY—SORRY NO C.O.D.'s. CREDITED FIRMS on OPEN ACCOUNT.

PRICES INCLUDE FREIGHT CHARGES

Include delivery to all points in the 50 states for the group f.o.b., Crock shipment Page 21 which are shipped freight from our plant in Milwaukee, Wisconsin. Not to ship both postpaid and f.o.b.,

AND FOREIGN SHIPMENTS

Not to the 50 United States, Canada and Mexico with APO and FPO addresses. U.S. and Canadian Shipments must be shipped by November 15th for CHRISTMAS delivery. ADDITIONAL CHARGES—Add 20% to cost of gift for international handling.

OVERSEAS SHIPMENTS—add \$1.00 to cost of PAL (Parcel Air Lift) delivery. All subject to our GUILD GUARANTEE.

NUMBERS GUARANTEED OVERSEAS SHIPMENTS

25, 32, 33, 35, 36, 37, 38, 40, 41, 45, 47, 57, 61, 74, 84, 87, 89, 90, 411, 412, 441, 442, 463, 464, 465, 466, 467

**PROMPTLY ACKNOWLEDGED.
TO ORDER FOR YOURSELF!**

LOOK! DID YOU KEEP A LIST OF NAMES AND GIFTS ORDERED?

City _____ State _____ Zip Code _____
Greeting to read: _____

SHIP FOR: ☐ Christmas ☐ Now ☐ Other Date _____

☐ Gift No. _____ Quantity _____ \$ _____

Ship To _____

Address _____

City _____ State _____ Zip Code _____

Greeting to read: _____

SHIP FOR: ☐ Christmas ☐ Now ☐ Other Date _____

☐ Gift No. _____ Quantity _____ \$ _____

Ship To _____

Address _____

City _____ State _____ Zip Code _____

Greeting to read: _____

SHIP FOR: ☐ Christmas ☐ Now ☐ Other Date _____

☐ Gift No. _____ Quantity _____ \$ _____

Ship To _____

Address _____

City _____ State _____ Zip Code _____

Greeting to read: _____

SHIP FOR: ☐ Christmas ☐ Now ☐ Other Date _____

☐ Gift No. _____ Quantity _____ \$ _____

Ship To _____

Address _____

City _____ State _____ Zip Code _____

Greeting to read: _____

SHIP FOR: ☐ Christmas ☐ Now ☐ Other Date _____

Christmas delivery unless otherwise specified

*For Canadian APO and FPO shipments see "Overseas and Foreign Shipments" information on reverse side

We automatically furnish your personal greeting! Special cards must arrive with order! Size must not exceed 3x5"

☐ Gift No. _____ Quantity _____ \$ _____

Ship To _____

Address _____

City _____ State _____ Zip Code _____

Greeting to read: _____

SHIP FOR: ☐ Christmas ☐ Now ☐ Other Date _____

☐ Gift No. _____ Quantity _____ \$ _____

Ship To _____

Address _____

City _____ State _____ Zip Code _____

Greeting to read: _____

SHIP FOR: ☐ Christmas ☐ Now ☐ Other Date _____

☐ Gift No. _____ Quantity _____ \$ _____

Ship To _____

Address _____

City _____ State _____ Zip Code _____

Greeting to read: _____

SHIP FOR: ☐ Christmas ☐ Now ☐ Other Date _____

ADDITIONAL NAMES MAY BE LISTED ON YOUR OWN
STATIONERY AND ENCLOSED WITHIN THIS ENVELOPE!

Enclosed find check
in Amount of\$ _____

Wisconsin *Cheese Makers* Guild

Milwaukee, Wisconsin





Gift 41 America's Dairyland . . . 10.00 DELIVERED

An assortment of 30 favorites straight from the heart of America's dairyland. Three 7 oz. blocks of Swiss, Cheddar and Brick . . . two 6 oz. bars natural and smoked Edam . . . four 3 oz. rolls Spicy, Smoky, Aged, Blue . . . two 3 oz. balls of Edam and Gouda . . . four 3 oz. wedges of Gourmet, Blue, Port Salut, Stilton . . . six 3/4 oz. flavored cheese wedgies . . . two 2 oz. rounds Sharp's and Caraway . . . 3 oz. assorted Trio Pack . . . two 1 oz. Blues . . . two 1 oz. Treet Spreads . . . shipping wt. 8 lbs. Available all year 'round.

© 1968 WCMG Ptd in USA

Catalog effective through Sept. 30, 1969.

Our 22nd Year



Phone 414-545-1100

Wisconsin Cheese Makers Guild

6048 West Beloit Road, Dept. 37
Milwaukee, Wisconsin 53219

A GIFT OF CHEESE IS SURE TO PLEASE:

For more than 22 years it has been our pleasure to present the Guild's prized selections of Wisconsin cheese and sausage. Thoughtful gifts that are so pleasant to give and such a satisfaction to receive. When you make out your gift list this convenient, relaxed armchair way you do it with every confidence that you are giving the finest Wisconsin products in combination with the very newest in nationally advertised merchandise. It is interesting to know that we have quite an extensive list of buyers who have relied on us for many years to supply their gift needs. Some since our very first mailing way back in 1946.

A big advantage in doing your gift shopping by mail with us is that you can shop as early as you desire, get the job out of your way. When you shop early for your customers, employees, relatives and friends your worries are over and you are not apt to get caught in the traffic jam of last minute shoppers.

After you mail in your list you may relax with full confidence that the Guild will take care of all details and see to it that your gifts arrive on time.

The assortments in this catalog come attractively packaged. Perfect arrival guaranteed. Your name on the greeting that we provide with every gift lends an added touch of warmth so essential to sincere giving. Your order is thankfully acknowledged. All prices include delivery charges except f.o.b. Crock Savings Plans shown on page 21. When ordering don't forget yourself. A gift of cheese is sure to please everyone in your family too.

Best Wishes,

R. W. Carlson

R. W. CARLSON, Director

OUR COVER PHOTO was taken in the authentic "Old Milwaukee Street" exhibit at the new Milwaukee Public Museum.

FOR MILITARY GIFTS see "Packs from home", pages 30/31 Hearth and Home Division©—W.C.M.G.



Gifts on these pages are available for year 'round delivery.



Gift 87
Old Milwaukee... 5.95 DELIVERED

Reminiscent of good old Milwaukee are these 14 generous selections. Four 3½ oz. cuts of Cheddar, Brick, Colby, Caraway... four 3 oz. wedges, Gourmet, Stilton, Port Salut, Blue... two 3 oz. balls of Edam and Gouda... four 1 oz. Cheese Treetes... shipping wt. 4 lbs.

Gift 42 Guild Snacker... 7.50 DELIVERED

14 delightful snack favorites. Three 7 oz. blocks of natural Cheddar, Swiss and Brick... two 3 oz. Edam and Gouda balls... two 6 oz. bars of natural and smoked Edam... three 1 oz. Cheese Treetes... 3 oz. assorted Trio pack... 8 oz. all beef Summer Sausage... shipping wt. 6 lbs.



Gift 68
Electric Patio Server... 11.95 DELIVERED

This delightful Danish, modern ceramic server is a bright new version of an old crockery bean pot. Keeps casserole dishes warm and enjoyable to the last serving. Holds up to 2 qts. Electric cord and recipe book also included. Comes packed with 19 varieties of cheese... four 3 oz. wedges of Stilton, Gourmet, Blue, Port Salut... three 2 oz. rounds of Napoli, Sharpy, Danish... 4 oz. assorted six pack of flavored cheese... six 1 oz. Treetes of Cheddar, Smoky, Spice, Garlic, Onion and Blue... shipping wt. 9 lbs.



Gift 49
Ceramic Servers... 6.95 DELIVERED

These cleverly fashioned individual servers from West Bend are matching miniatures of the electric server described above. Their Danish design is enhanced with four 2 oz. rounds of Danish, Napoli, Sharpy, Caraway... 3 oz. Edam Ball... four 2 oz. tins of Antipasto, Lobster, Chicken Liver and Shrimp Pates... 4 oz. cup of Guild Wine Spread... Shipping wt. 5 lbs.



*Not available
May through Sept.*

Gift 66 Guild Companions . . . 11.95 DELIVERED

12 Wisconsin Cheese selections and 6 Milwaukee Sausages are perfect companions in this gift of good taste . . . two 7 oz. cuts of Cheddar and Swiss . . . two 6 oz. bars of natural and smoked Edam . . . 3 oz. ball of Gouda . . . four 3 1/2 oz. wedges of Cheddar, Brick, Colby, Caraway . . . 4 oz. Wine spread . . . two 1 oz. portions of Blue . . . six 8 oz. sausages—Liverwurst, Yachtwurst, Beerwurst, Braunschweiger, all beef Thüringer and Summer . . . shipping wt. 10 lbs.



Gift 24 Party Nibblers 3.95 DELIVERED

Four 5 oz. ready to serve balls of cheese spread . . . onion flavored cheddar rolled in parsley, paprika coated cheddar, blue cheese spread encrusted with walnuts and port wine flavored cheddar . . . shipping wt. 2 lbs.



Gift 83 Golden Eagle Lamp . . . 5.75 DELIVERED

A gift that's sure to please your friends with or without Early American taste. The 22K gold leaf decorated lamp base comes filled with pleasantly scented oil. The 12 varieties of Wisconsin cheese taste extra delicious by lamp light . . . four 3 1/2 oz. wedges of Cheddar, Brick, Colby and Caraway . . . two 2 oz. rounds of Sharpy and Napoli . . . four 3/4 oz. wedgies of flavored cheese . . . two 3 oz. rolls of Spice and Blue . . . shipping wt. 5 lbs.



Gift 55 Collector's Item 4.50 DELIVERED

Those who collect antiques consider this a unique collector's item. This quaint, colorful trio not only has eye appeal but taste appeal . . . each filled with 6 ozs. of Guild Club spreads . . . Cheddar, Wine and Swiss . . . shipping wt. 4 lbs.



*Both gifts on this page
available year 'round.*



Gift 99
Fair and Kooler 10.50 DELIVERED

An insulated, metal clad ice chest that keeps beverages cold indefinitely. Large enough to "cool it" for big swingin' parties 19¼ x 11¼ x 12¾". Comes brimming with four 3½ oz. wedges of Cheddar, Brick, Colby, Caraway ... two 6 oz. bars of natural and smoked Edam ... 7 oz. cut of Swiss ... two 2 oz. rounds of Napoli and Sharpy ... 3 oz. Trio variety pack ... five 1 oz. Treets of Cheddar, Garlic, Smoky, Spice, Blue and an 8 oz. all beef Summer Sausage ... shipping wt. 10 lbs.

*Gifts on these pages
available all year 'round.*



Gift 14 All-Beef Long Boy ... 5.50 DELIVERED

A foot and a half of all-beef perfection. 2½ pounds of fully prepared, ready-to-eat, hickory smoked summer sausage ... shipping wt. 3 lbs.



Gift 76
Grandma's Jelly Dishes 5.50 DELIVERED

Don't these remind you of something right out of grandma's cupboard ... and hot biscuits when grandma spooned homemade jelly from a dish that looked like a bunch of grapes ... or jam from an oversize strawberry? Our set is just like grandma's with lids that have leaves for handles ... even little old fashioned serving ladles. The two 8 oz. glasses of grape jelly and strawberry preserves are by Charlotte Charles ... shipping wt. 4 lbs.

Gift 23 Party Popper
8.75 DELIVERED

Three quart electric corn popper has clear glass cover so you can see what's poppin' ... has electric cord, 4 beautiful serving bowls and 12 month guarantee. Popper is filled with 15 cheese selections ... four 3½ oz. wedges of Cheddar, Brick, Colby, Caraway ... six varieties of ½ oz. flavored cheese wedgies ... five 1 oz. Treets of Cheddar, Blue, Onion, Spice, Smoky and a 3 oz. bag of popcorn ... shipping wt. 6 lbs.





Cheese gifts are used extensively for business gifts and incentive programs.

Gift 45 Trio Server . . . 6.95 DELIVERED



Three stainless bowls, each containing a 4 oz. cup of Cheddar, Wine and Swiss cheeses spread. Bowls have a 6 oz. capacity for serving dips, sauces, salad dressings, candies, nuts, jellies and all sorts of taste tempters. Set has 3 serving ladles and a shapely stand with handsome walnut handle . . . shipping wt. 3 lbs.

Gift 27 Barrow Cheese Board 5.95 DELIVERED

A long remembered gift including three 3 1/2 oz. wedges of natural Cheddar, Brick and Caraway . . . two 2 oz. rounds of Sharp and Caraway . . . Trio pack of 1 oz. portions Tilsit, Kümmel and Cheddar . . . six 1 oz. Treats of Onion, Cheddar, Smoky, Spice, Garlic and Blue . . . 14 Wisconsin favorites packed with an early American wheelbarrow cheese board. The cutting surface is a hand painted ceramic. Handles are a fork tipped slicer/server and a cheese spreader . . . shipping wt. 4 lbs.



Gift 36 Badger Beauty 6.75 DELIVERED

Cheese time is a pleasant time with these 19 Wisconsin favorites . . . two 6 oz. bars of natural and smoked Edam . . . two 3 oz. wedges of Gourmet and Port Salut . . . 7 oz. cut of cured Swiss . . . two 2 oz. rounds of Sharp and Napoli . . . six pack of 2 1/2 oz. flavored cheeses . . . two 1 oz. Treats, Cheddar and Smoky . . . four 3 1/2 oz. wedges of Natural Cheddar, Brick, Colby, Caraway . . . shipping wt. 6 lbs.



Gifts on these pages are available for year 'round delivery.

*This gift available
year 'round.*



Gift 16
Dairy State 6.25 DELIVERED

Sixteen choice selections from the nation's dairy state. Four 3½ oz. cuts of Cheddar, Brick, Colby and Caraway . . . four 3 oz. rolls of Spicy, Aged, Blue, Smoky . . . a 3 oz. Trio pack of Tilsit, Cheddar, Kummel . . . two 3 oz. wedges of Gourmet and Port Salut . . . two 2 oz. rounds of Caraway and Danish . . . a 6 oz. bar of natural Edam . . . shipping wt. 5 lbs.



Gift 10
Electric Trivet 7.95 DELIVERED

Fixed temperature control keeps coffee, soup, carafes, casseroles serving hot. Smart design and walnut handles make it a contemporary gift of quality. Comes with 16 cheeses . . . two 3½ oz. wedges of Cheddar and Brick . . . four 3 oz. rolls of Aged, Spicy, Smoky and Blue . . . two 2 oz. rounds of Danish and Caraway . . . two 1 oz. portions of Blue and 4 oz. variety pack of flavored cheese wedgies . . . shipping wt. 5 lbs.

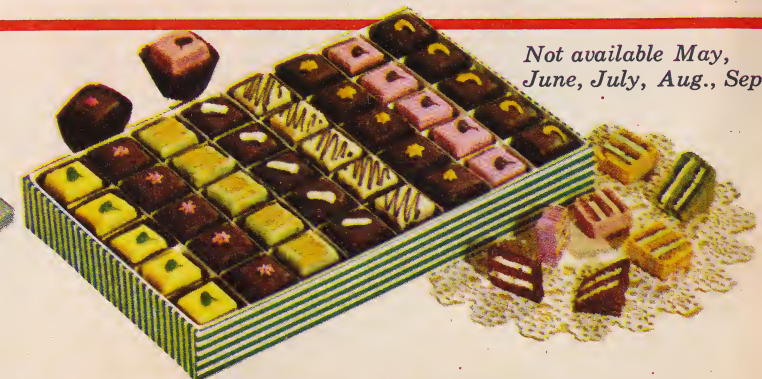
*This gift available
year 'round.*

*This gift
available
year 'round.*



Gift 30 Executive Attache Case . . . 21.95 DELIVERED

Trim, compact, elegant, by Samsonite. Size 3 x 12¼ x 17" with black, scuff and stain resistant covering over a magnesium frame. Has expandable file compartment and large carry-all space which comes with 18 cheese varieties . . . four 3½ oz. wedges of Cheddar, Brick, Colby and Caraway . . . four 2 oz. rounds of Sharpy, Danish, Caraway, Napoli . . . six pack variety of ½ oz. flavored cheeses . . . four 1 oz. Treets of Cheddar, Onion, Garlic and Blue . . . shipping wt. 7 lbs.



Gift 73 Petits Fours . . . 3.95 DELIVERED

Forty dainty rum flavored French pastries with "toujours gai" pastel and chocolate frostings . . . net wt. 1 lb. 4 oz. . . shipping wt. 2 lbs.

*Not available May,
June, July, Aug., Sept.*



Gift 64
Wurstmacher
Favorite
5.95 DELIVERED

Everyone loves this "schmeckt gut" pack of Wurstmacher masterpieces. Two 8 oz. flavorful sticks of all beef Thuringer and Summer Sausage . . . three 8 oz. links of Usinger Liverwurst, Braunschweiger and Beerwurst . . . shipping wt. 4 lbs.

Not available May through Sept.



Gift 25
Guild All-Star
4.25 DELIVERED

Put a twinkle in the eye of the friends you wish to remember! Give them all-star, natural Guild cheese . . . six 2 oz. wedges of Chalet, Edam, Cheddar, Gourmet, Port Salut, Spiced Gouda . . . a 3 oz. ball of Gouda and six 1/2 oz. portions of Swiss Gruyere . . . 13 varieties available all year 'round . . . shipping wt. 2 lbs.



Gift 12
Cheese 'n Sausage
7.75 DELIVERED

M-m-m so good! Two 8 oz. sticks of all beef Thuringer and Summer Sausage . . . three 8 oz. links of Braunschweiger, Liverwurst, Beerwurst . . . a 4 oz. Cheddar Spread . . . two 3 1/2 oz. wedges of Brick and Cheddar . . . two 3 oz. rolls of Blue and Smoky. Five sausages and five cheeses . . . shipping wt. 6 lbs.

Not available May through Sept.



Gift 56
Crock 'n Refill
3.95 DELIVERED

The stoneware crock comes packed with 12 ounces of Guild Club Cheddar. The refill that's easily transferred from its red carton to the crock contains 12 ounces of Port Wine flavored cheddar available month-in, month-out . . . shipping wt. 4 lbs.



Gift 74
International
Fruit Cake
5.75 DELIVERED

You have never tasted fruit cake like this! Made from a world-wide recipe of French cherries, Caribbean pineapple, English walnuts, Spanish almonds, Georgia pecans, golden raisins from California flavored with Kentucky bourbon, New England rum and California brandy. Contains no citron, molasses or corn syrup like most fruit cakes . . . available all year . . . Net wt. 2 lbs. . . shipping wt. 3 lbs.



Gift 31
Crystal Tower Set
5.50 DELIVERED

Unique, different, useful! A tower of three 16 oz. crystal bowls with a cover that gives them the look of an apothecary jar. Top bowl has 8 oz. of imported fruit-filled bon bons, bottom 6 ozs. of mixed nuts, center bowl has six 1 oz. Treetts of Cheddar, Smoky, Onion, Spice, Garlic Blue and six assorted 2/3 oz. portions of Guild flavored cheese . . . available all year long . . . shipping wt. 4 lbs.

Gift 20
Serving Dish
Ensemble
5.50 DELIVERED



Stainless appetizer/snack server with a Danish flair— $9\frac{1}{8} \times 4\frac{7}{8}$ ". There is a dainty spatula with a walnut handle that matches the beautifully grained tray handles. Gift includes 11 kinds of Wisconsin cheese . . . two $3\frac{1}{2}$ oz. pieces of Cheddar and Brick . . . two 1 oz. foil wraps of Blue . . . Trio pack of 1 oz. Tilsit, Kümmel and Cheddar . . . two $\frac{2}{3}$ oz. flavored cheese wedgies . . . two 3 oz. cuts of Gourmet and Port Salut . . . shipping wt. 4 lbs.



Gift 15
Diamond Jim Steakers
8.50 DELIVERED

Give the sharpest gift of all . . . six Swedish style steak knives with grained walnut handles. Even a stubborn steak slices like butter with these super-keen serrated blades. Comes packed with four $3\frac{1}{2}$ oz. wedges of Cheddar, Brick, Colby, Caraway . . . two 1 oz. foil wraps of Blue . . . a six pack of $\frac{2}{3}$ oz. assorted flavored cheese and four Treet's of Cheddar, Onion, Smoky 'n Spice . . . 16 pieces . . . shipping wt. 4 lbs.

Both gifts on this page available year 'round.



Gift 67
Deluxe Electric
Broiler . . . 12.50 DELIVERED

A new portable table-top creation by MIRRO Aluminum that allows you to look inside and watch the miracle of indoor broiling without smoke or spatter. Has electric cord, cooking chart and 5 year warranty . . . four $3\frac{1}{2}$ oz. cuts of delightful Cheddar, Brick, Colby, Caraway . . . four $\frac{2}{3}$ oz. flavored cheese wedgies . . . four 2 oz. rounds of Napoli, Bluette, Carousel and Sharpy Cheese . . . shipping wt. 7 lbs.

Gift 48
Golden Glow
Tray . . .
4.50 DELIVERED

An all 'round sunburst design snack and cocktail tray or mod-accessory on dressing table. Size 11" dia. A gift of good taste with four $3\frac{1}{2}$ oz. wedges of Cheddar, Brick, Colby, Caraway . . . four 2 oz. rounds of Sharpy, Danish, Napoli, Caraway . . . 4 oz. 6 pack of flavor tempting tidbits . . . shipping wt. 3 lbs.



Gifts on this page available year 'round.

Gift 59 Swiss Fondue Chafing Dish Set 14.95 DELIVERED

In Switzerland after a brisk ski run . . . scaling the Matterhorn . . . or a yodeling lesson they gather 'round a bubblin' pot o'fondue . . . it's the relaxing thing to do . . . in America, smart young homemakers have learned that today's popular buffet style entertaining can be really fun when their guests are treated to something with an unusual/different flair. 2 qt. stainless steel fondue cooker of distinctive Danish design on a graceful burner stand has adjustable flame control. Set includes 4 stainless steel fondue forks, recipe book and three 12 oz. packs of fully prepared fondue.

SWISS FONDUE — an authentic blend of nut-like aged Swiss, dry white wine, Kirschwasser, flour, garlic, salt 'n pepper. When it's bubbling hot you simply gedunk crusty cubes of French bread and enjoy right from the pot. **PIZZA FONDUE** — a bountiful blend of the same lusty ingredients contained in Swiss fondue except we replaced Swiss with Pizza flavored Cheddar . . . designed to delight the appetites of pizza lovers everywhere.

CHOCOLATE FONDUE — served piping hot makes pieces of fruit, nuts, marshmallows, lady fingers and cookies taste candy/good . . . just slip them on your fork, dip and enjoy . . . shipping wt. 6 lbs.

See Bulk Fondue Listed Page 39

Available All Year 'Round



Guild Club Cheese Spreads in Gold Crested Stone Crock

An ideal gift for the person or company who has a long list with a limited budget. In the finest tradition of excellence in cheese making, the Wisconsin Cheese Makers Guild proudly presents its finest blends of aged cheddar cheese.

Tangy, smooth cheddar is preferred for snack time, cocktail time or any fun occasion. Hors d'oeuvres, sandwiches, salads are at their best when the cheese served comes from the GUILD. For an appropriate, appreciated gift, give these familiar old style black crocks, each with a colorful gold bow. You'll be glad you did!

Give Guild Club Cheese in Personalized Stone Crock!

This year give the very finest in GUILD Club Aged Cheddar Spreads and personalize the shiny, black, stone crocks with your own Personalized Gold Foil Labels. Your name or company name, trademark or logo imprinted in black on Gold Foil, personalizes your gift . . . keeps your name before the recipient!

You are entitled to Personalized Gold Foil Labels on postpaid delivered or f.o.b. orders from a dozen to a thousand or more. If you furnish a cut or printing plate of your logo or trademark it may not exceed 3 1/4" wide x 1 1/4" high. Complete imprint cost using your cut or plate regardless of quantity is only \$4.00.

WHEN WE MAKE PRINTING PLATE FOR YOU . . .

Just send your letterhead, art or a proof of the name, logo or trademark you want imprinted and we will provide the plate. Complete cost, including typesetting, plate and imprinting regardless of quantity is only \$10.00.

Remember we cannot guarantee Christmas delivery of personalized stone crock orders received after November 25th.

GUILD CLUB CHEESE SPREADS in stone crocks are available throughout the year!



GUILD AGED CHEDDAR SPREADS IN BLACK, STONEWARE CROCKS

3 Delicious Flavors, Cheddar, Wine and Swiss

DISTINCTIVE GUILD CHEDDAR SPREADS ARE A BLEND OF THE VERY BEST WISCONSIN SHARP, AGED CHEDDARS. THE EXCELLENCE IS UNSURPASSED AND NOT AVAILABLE IN ANY STORE. GUILD WINE AND SWISS FLAVORED CHEDDAR IS FROM AN OLD FAMILY RECIPE. BLENDED WITH GUILD AGED WISCONSIN CHEDDAR . . . IT'S DELICIOUS! AN OLD-WORLD TREAT THAT ALL CAN ENJOY . . . SO-O-O SMOOTH, SPREADS LIKE BUTTER!

Individual Shipments Delivered

All crock orders sent to individuals are delivered at \$3.50 for the 1¼ lb. crock and \$5.25 for the 2½ lb. crock. They are custom packed with a colorful gold bow in special reinforced cartons for guaranteed shipping protection.

CHEDDAR 1¼ lb.
Gift 53...3.50
WINE 1¼ lb.
Gift 33...3.50
SWISS 1¼ lb.
Gift 61...3.50

CHEDDAR 2½ lbs.
Gift 57...5.25
WINE 2½ lbs.
Gift 37...5.25
SWISS 2½ lbs.
Gift 43...5.25

ABOVE PRICES INCLUDE DELIVERY

Gifts on this page available year 'round.



For Details on Personalized Labels See Page 19

For Crock Refills See Page 39

Group F.O.B. Shipment Savings Plan (Freight Charges Collect)

On orders of a dozen or more crocks being shipped to one address, for your personal distribution or reshipping, we have a GUILD freight savings plan which we pass on to you by shipping freight charges collect Milwaukee, Wisconsin. The 1¼ lb. crock at \$2.25 has a shipping weight of 4 lbs., packed a dozen to a carton and the 2½ lb. crock at \$4.00 has a shipping weight of 6 lbs., packed ½ dozen to a carton. Both sizes include a colorful gold bow in individual custom reshippable cartons and come to you in master cartons.

CHEDDAR 1¼ lb.
Gift 54 2.25
WINE 1¼ lb.
Gift 34 2.25
SWISS 1¼ lb.
Gift 62 2.25

CHEDDAR 2½ lbs.
Gift 58 4.00
WINE 2½ lbs.
Gift 39 4.00
SWISS 2½ lbs.
Gift 44 4.00

ABOVE PRICES F.O.B. MILWAUKEE

Gift 38
Guild
Variety
425 DELIVERED

Two 6 oz. bars of Natural and Smoked Edam . . . four 1 oz. Treet's, Smoky, Cheddar, Spice, Blue . . . 3 oz. Trio of Tilsit, Cheddar and Kümmel . . . three 2/3 oz. flavored cheese wedgies . . . three 2 oz. rounds of Sharpy, Carousel, Bluette. 15 unusual Wisconsin varieties . . . shipping wt. 3 lbs.



Gift 17
Tisket-a Tasket
Basket . . . 525
DELIVERED

A masterfully woven Italian import . . . 4" deep x 9 1/2" dia. filled with 16 cheeses. 3 1/2 oz. cut of Cheddar . . . two 1 oz. Blue portions . . . 3 oz. Trio of Tilsit, Cheddar and Kümmel . . . 4 oz. 6 pack of flavored wedgies, Ham, Swiss-bit, Sharpy, Salamee, Blue, Smoky . . . four 1 oz. Treet's — Cheddar, Spice, Onion, Smoky . . . shipping wt. 3 lbs.



Gift 22 550 **DELIVERED**

Another "never to be found in the store" assortment. 16 Wisconsin cheese favorites. Three 7 oz. squares of Aged Swiss, Cheddar, Brick . . . two 2 oz. rounds of Danish and Sharpy . . . six 2/3 oz. flavored wedgies, Ham, Salamee, Blue, Sharpy, Smoky, Swiss-bit . . . Trio of 1 oz. Cheddar, Tilsit, Kümmel . . . two 3 oz. rolls of Cheddar and Smoky . . . shipping wt. 4 lbs.



SI
SALTON



Gift 65 Electric Bun Warmer 1295 **DELIVERED**

An attractive way to serve bread, rolls, buns, toast, muffins and keep them butter-melting warm during entire meal. Size 14 1/2 x 8 x 5" high. Comes with four 3 1/2 oz. cuts of Cheddar, Brick, Colby, Caraway . . . three 1 oz. portions of Cheddar, Tilsit and Kümmel . . . two 3 oz. rolls of Cheddar and Spice flavor . . . two 2 oz. rounds of Napoli and Sharpy . . . two 1 oz. Treet's . . . shipping wt. 5 lbs.

Gift 26 Hot Dogger... 9.00 DELIVERED

For quick meals, snacks or "Teen" parties. Cooks up to 6 wieners electronically in seconds. Place on electric prongs, close cover, plug in and PRESTO, sizzling, succulent hot dogs! 17 cheeses include two 3½ oz. cuts of Cheddar and Brick... six ½ oz. flavored cheese wedgies... six 1 oz. Treet's of Cheddar, Smoky, Spice, Blue, Onion and Garlic spreads... three 1 oz. portions of Cheddar, Tilsit and Kümmel... shipping wt. 5 lbs.



by PRESTO



Gift 28 White Collar Set... 11.95 DELIVERED

A handsome gift for the VIPs on your list. 6-cup insulated pitcher has 2 matching insulated low boys and a stainproof, non-breakable tray. Keeps beverages hot or cold for hours. Comes with four 3½ oz. cuts of Cheddar, Brick, Colby, Caraway... four 2 oz. rounds of Sharp, Napoli, Danish, Bluette... four ½ oz. flavored cheese wedgies... shipping wt. 6 lbs.

Gift 46 Bold Knight Tankards 8.50 DELIVERED

Four 14 oz. ale house beauties with see-through glass bottoms. Now you may tilt your brew high, drain it dry and still keep an eye on your drinking partner. Gift includes a wise selection of 19 cheeses... four 3½ oz. wedges of Cheddar, Brick, Colby and Caraway... six pack of assorted ½ oz. flavored cheese portions... Trio of 1 oz. Tilsit, Kümmel, Cheddar... six 1 oz. Treet's of Cheddar, Smoky, Garlic, Onion, Spice and Blue... (Available all year 'round)... shipping wt. 5 lbs.



Gift 70 Chee Sweet Chocolates

3.50 DELIVERED

Here's a new taste treat in candies... although it's made with generous portions of Wisconsin Swiss Cheese it would take an expert to recognize the nut-like cheese flavor, but every bite tells you something wonderful has happened to this candy... it's so delicious! Gift box contains 1 lb. of melt in your mouth Swiss cheese creams and plump, chewy Swiss cheese caramels richly coated with Swiss style chocolate... (Available Sept. thru April only)... shipping wt. 2 lbs.



Gift 32
Cheese-a-rama
5.50 DELIVERED

A cheese spectacular from Wisconsin . . . just about every type imaginable! Four 3½ oz. wedges of Cheddar, Brick, Colby and Caraway . . . Trio pack of 1 oz. Tilsit, Kümmel and Cheddar . . . a six pack of ¾ oz. flavored cheese wedgies . . . two 1 oz. wedges of Blue cheese . . . four 2 oz. rounds of Caraway, Danish, Caroussel, Sharpy . . . six 1 oz. Treets of Cheddar, Smoky, Garlic, Onion, Spice and Blue . . . 25 cheeses available all year 'round . . . shipping wt. 4 lbs.



Gift 89 Wisconsin State Fair . . . 4.25 DELIVERED

A never forgotten gift of Wisconsin's finest, overflowing with 19 flavorful cheese selections . . . four 2 oz. rounds of Caroussel, Bluette, Sharpy and Napoli . . . a Trio pack of 1 oz. Tilsit, Kümmel and Cheddar . . . six ¾ oz. flavored cheese wedgies . . . two 1 oz. wedges of Blue . . . four Treets, Spicy, Cheddar, Onion, Smoky . . . always available . . . shipping wt. 3 lbs.



Gift 85
Gold Star Tray
3.95 DELIVERED

A party favorite for hors d'oeuvres, snacks and cocktails. Popular as a dresser tray. Comes packed with 10 cheese favorites . . . four 3½ oz. wedges of Cheddar, Brick, Colby and Caraway . . . four 2 oz. rounds of Napoli, Sharpy, Caraway and Danish . . . four ¾ oz. flavored cheese wedgies . . . always available . . . shipping wt. 3 lbs.

Gift 69
30 Cup Party Perk
21.95 DELIVERED

*Electric, Automatic,
Insulated for Hot
or Cold Beverages.*

Brews 12 to 30 cups of coffee and keeps it hot even when not plugged in. Keeps 7 qts. of drinks icy cold indefinitely. Fix beverages indoors, carry to beach, patio or yard and it's refreshingly yours to the last drop. Comes packed with 21 cheese selections . . . three 3 oz. rolls of Blue, Spicy and Smoky . . . a 7 oz. cured Swiss . . . three 1 oz. Treets of Onion, Cheddar and Blue . . . three 2 oz. rounds of Sharpy, Danish, Napoli . . . a six pack of ¾ oz. flavored cheese wedgies . . . Trio pack of 1 oz. Tilsit, Kümmel, Cheddar and two 3½ oz. wedges of Brick and Cheddar . . . shipping wt. 10 lbs.



West Bend

The Nation's
Largest
Producer
of Party
Perks



Gift 11
Happy Holiday
6.50 DELIVERED

Like a happy holiday in Wisconsin there's cheese and sausage for everyone. This beautiful gift contains an 8 oz. all beef Summer Sausage . . . two 8 oz. links of Liverwurst and Beerwurst . . . four 3 1/2 oz. wedges of Cheddar, Colby, Caraway and Brick cheese . . . two 3 oz. rolls of Smoky 'n Spicy . . . four 1 oz. portions including two Kümmels, a Tilsit and a Cheddar . . . available October through April . . . shipping wt. 5 lbs.



Gift 77
English Toffee
4.95 DELIVERED

Crunchy squares of all butter toffee loaded with nutmeats and coated with a thick layer of milk chocolate. Top each piece with toasted pecans and you have the most tantalizing toffee this side of the Thames . . . two lbs. of goodness packed in a royal red and gold tin . . . shipping wt. 3 lbs.

Chocolate candies not shipped in May, June, July, August, September.

GIFT FILLED PICNIC HAMPERS

Imagine a picturesque, old world wicker hamper so bountifully laden with gifts of cheese, sausage and delicacies that you can hardly lift it. Your special business associates, clients, favored friends and relations will surely appreciate a gift like this. It's the family participating gift you have been searching for.

Gift 19
The Weekender
25.00 DELIVERED

This king size colorful hamper is 20 x 12 x 8" big enough to carry the picnic needs of a large group. Comes with 37 gift selections . . . 7 oz. box of Tobler's Swiss chocolates . . . 12 ozs. of Holland bonbons . . . four 3 1/2 oz. wedges of Cheddar, Brick, Colby and Caraway . . . two 4 oz. spreads of Swiss and Port wine . . . 3 lb. Red Bush Farms ready-to-eat ham . . . two 1 oz. Blue cheese wedges . . . four 2 oz. patties of Shrimp, Lobster, Chicken Liver and Antipasto . . . six 2 oz. flavored cheese wedgies . . . Trio of 1 oz. pieces of Kümmel, Tilsit and Cheddar . . . three 3 oz. wedges of Port Salut, Gourmet, Stilton . . . two 3 oz. balls of Edam and Gouda . . . 2 oz. jar of Caviar . . . 3 1/2 oz. bottle of Spanish Olives . . . 3 1/2 oz. bottle of Pearl Onions . . . two 8 oz. all beef Thüringer and Summer Sausages . . . two 8 oz. rolls of Braunschweiger and Beerwurst . . . 12 ozs. Pumpernickel . . . shipping wt. 20 lbs.

Gift 18
The Picnicker . . . 18.50 DELIVERED

An artfully woven 16 x 10 x 6 1/2" wicker hamper filled with 25 gifts of good taste . . . 7 oz. box of Tobler's Swiss chocolates . . . two 4 oz. Swiss and Wine spreads . . . a 1 lb. Red Bush Farms ham . . . 1 oz. wedge of Blue cheese . . . two 2 oz. tins of Chicken Livers and Antipasto . . . six 2 oz. flavored cheese wedgies . . . an 8 oz. all beef Summer Sausage . . . 3 1/2 oz. bottle of Pearl Onions . . . 3 1/2 oz. bottle of Olives . . . Trio pack of 1 oz. Tilsit, Kümmel and Cheddar . . . two 3 oz. balls of Edam and Gouda . . . four 3 1/2 oz. wedges of Cheddar, Brick, Colby and Caraway . . . shipping wt. 12 lbs.



Available all year 'round.

PACKS FROM HOME for loved ones away from home.

Let's not forget our men and women in service and our boys and girls in colleges who always enjoy a food treat from home. The packs on these pages are recommended for overseas and state-side delivery. The following gift numbers are for A.P.O. and F.P.O. addresses: 14, 16, 22, 24, 25, 32, 33, 35, 36, 37, 38, 40, 41, 42, 43, 47, 51, 52, 53, 57, 61, 74, 84, 87, 89, 90, 411, 412, 413, 414, 415, 422, 441, 442, 463, 464, 465, 466, 467 and 468—illustrated throughout our catalog.

Pack 412—\$4.50 Delivered
2½ lbs. sharp cheddar

Pack 14—\$5.50 Delivered
2½ lbs. all beef summer sausage

Pack 414—\$4.25 Delivered
2½ lbs. medium aged cheddar

Pack 411—\$7.50 Delivered
5 lbs. sharp cheddar

Pack 102—\$4.95 Delivered
1 lb. medium aged cheddar . . . 12 oz. pumpernickel . . . 4 oz. smoky spread . . . 8 oz. salami roll . . . 8 oz. all beef summer sausage

Pack 104—\$7.75 Delivered
7 oz. edam . . . 8 oz. salami roll . . . 8 oz. all beef thuringer and summer sausage . . . 12 oz. pumpernickel . . . 1 lb. medium aged cheddar . . . 1 lb. caraway cheddar . . . 1½ oz. orange marmalade

Pack 103—\$6.95 Delivered
7 oz. edam . . . 1 lb. medium aged cheddar . . . 1 lb. caraway cheddar . . . 8 oz. all beef summer sausage . . . 12 oz. pumpernickel . . . 1½ oz. strawberry jam . . . 6 oz. crunchy peanut butter

Pack 105—\$9.25 Delivered
12 oz. assorted candies . . . 12 oz. pumpernickel . . . 7 oz. edam . . . 8 oz. cheese salami roll . . . 10 oz. wheat thins . . . 2¼ oz. shoestring potatoes . . . 5½ oz. smoky, 8 oz. all beef summer sausage . . . 8 oz. all beef thuringer . . . 1½ oz. sild sardines . . . 1½ oz. strawberry jam . . . 1 lb. medium aged cheddar

Here's the way to be sure of guaranteed overseas A.P.O. and F.P.O. delivery . . . Due to the semi-perishable nature of some of our products we *only ship* packages addressed to overseas military personnel via "PAL" (Parcel Air Lift). For all A.P.O. and F.P.O. addresses add \$1.00 to prices shown and your shipment will come under the Guild guarantee (see guarantee on order form) which also guarantees AIR SERVICE from Milwaukee to any overseas destination.

Pack 106—\$11.50 Delivered
1 lb. ready-to-eat ham . . . 12 oz. assorted candies . . . 10 oz. wheat thins . . . 12 oz. pumpernickel . . . 4 oz. cheese six portion . . . 8 oz. all beef summer sausage . . . four 2 oz. caraway, napoli, Danish, sharpie cheese . . . 2¼ oz. shoestring potatoes . . . 1 lb. medium aged cheddar, 5½ oz. smoky, two 3 oz. rolls blue & spicy cheese . . . 1½ oz. sild sardines . . . 1½ oz. orange marmalade . . . 1½ oz. strawberry jam . . . 5 oz. popcorn . . . 4¾ oz. liverwurst spread.

Pack 413—\$7.25 Delivered
5 lbs. medium aged cheddar

Pack 101—\$4.95 Delivered
1 lb. medium aged cheddar . . . 12 oz. pumpernickel . . . 3 oz. rolls of spice blue, smoky . . . 7 oz. edam

Pack 107—\$19.95 Delivered
11 oz. chocolate chip cookies . . . 8 oz. all beef summer sausage . . . 12 oz. assorted candies . . . 8 oz. cheese salami roll . . . 4 oz. cheese six portion . . . 3 oz. cheese trio . . . 1½ oz. strawberry jam . . . 1½ oz. orange marmalade . . . four 2 oz. sharpie, Danish, napoli, bluette cheese . . . 12 oz. pumpernickel . . . four 3 oz. rolls of spice, blue, aged, smoky cheese . . . six-pack of chewing gum . . . 10 oz. caramels . . . 3 oz. lemonade mix . . . 1½ oz. iced tea mix . . . 5 oz. popcorn . . . 6 oz. crunchy peanut butter . . . 10 oz. wheat thins . . . 5 oz. cheddar sticks . . . 2¼ oz. deviled ham . . . 2 oz. chicken liver pate . . . 2 oz. shrimp pate . . . 1 lb. medium aged cheddar . . . 6 oz. mixed nuts . . . 5½ oz. smoky . . . 2¼ oz. shoestring potatoes . . . 4¾ oz. liverwurst spread . . . 1½ oz. sild sardines . . . 7 oz. edam . . . 1 lb. ready-to-eat ham.

HEARTH AND HOME® Division of W.C.M.G.
Milwaukee, Wisconsin





*Quartette and
Sextette gifts
available year 'round*



Gift 51 Cheese Sextette... 4.75 DELIVERED

A rainbow of gay, foil wrapped Wisconsin natural cheese... six 7 oz. bars of Caraway, Edam, Cheddar, Colby, Brick and Smoked Edam... shipping wt. 4 lbs.

Gift 52 Cheese Quartette... 3.75 DELIVERED

Four 7 oz. bars of Wisconsin natural Brick, Caraway, Cheddar and Colby make up this colorful foil wrapped pack. It's a "natural"... shipping wt. 3 lbs.



*Gifts on
this page
available
year 'round*

Gift 88 Feast-a-Plenty 11.95 DELIVERED

A bountiful gift of cheese, sausage and ham a'plenty! Three 8 oz. sticks of all beef Summer Sausage, Braunschweiger, and Liverwurst. Four 3 1/2 oz. wedges of Cheddar, Brick, Colby and Caraway... four 2 oz. pates of Chicken Liver, Lobster, Shrimp and Antipasto... 3 1/4 oz. bottle of Pearl Onions... 3 1/2 oz. bottle of Olives... six 1 oz. Treetops of Cheddar, Onion, Garlic, Blue, Smoky and Spice... 2 oz. jar of Caviar... two 1 oz. wedges of Blue cheese... two 3 oz. wedges of Port Salut and Gourmet plus a 1 lb. Red Bush Farms Ham... shipping wt. 10 lbs.



Gift 97 Country Cured Ham 9.95 DELIVERED

Farm style, right from the smokehouse, fully prepared and ready to eat. A 5 to 6 lb. lean and tender boned beauty for your eating pleasure... shipping wt. 7 lbs.

*Ham not available May-
June-July-August-Sept.*

Gift 40 Cheese Logs 4.50 DELIVERED

Deliciously different... four 7 oz. logs of cheese... Port Wine cheddar... Parsley coated onion flavored cheddar... Paprika covered cheddar and a log of Blue cheese encrusted with crushed Black Walnuts... shipping wt. 3 lbs.





Gift 21 Lotus Leaf Tray... 3.95 DELIVERED

A graceful, silver toned lotus leaf for serving beverages and hors d'oeuvres in style. From tip to stem it's 14½". Comes laden with two 3½ oz. wedges of Cheddar and Brick... four 1 oz. Onion, Blue, Smoky and Cheddar Treet's... six ⅔ oz. wedgies of flavored cheeses... shipping wt. 2 lbs.



Available for your enjoyment every day of the year.



**Gift 90
Gay Nineties
5.75 DELIVERED**

Collection of 19 most asked for cheeses... four 3½ oz. Cheddar, Brick, Colby, Caraway wedges... six ⅔ oz. assorted flavored cheese wedgies... two 1 oz. squares of Tilsit and Kümmel... two 3 oz. rounds of Gouda and Edam... two 1 oz. Onion and Spice Treet's... two 2 oz. Caraway and Danish rounds plus 4 oz. Wine spread... shipping wt. 4 lbs.

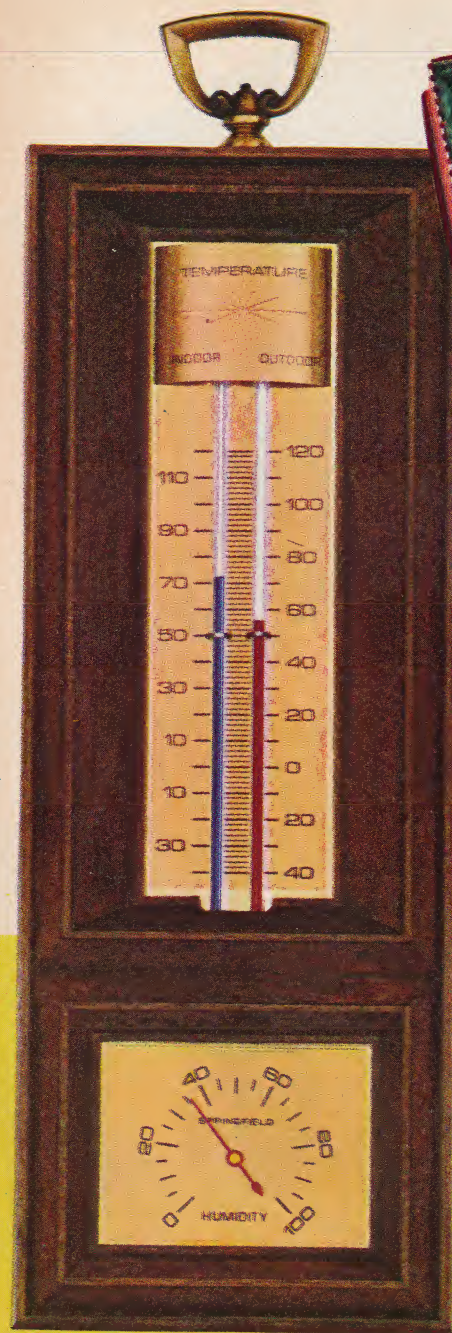
**Gift 29
Heated Tray Server
11.95 DELIVERED**

Beautiful with hand rubbed walnut handles and rich gold trim. 120 sq. in. surface keeps casseroles and beverages serving warm, electrically. Comes with 19 cheeses... four 2 oz. rounds of Danish, Caraway, Sharpy and Napoli... six ⅔ oz. wedgies of flavored cheese... Trio pack of 1 oz. Cheddar, Tilsit, Kümmel... two 1 oz. wedges of Blue... four 1 oz. Cheddar, Spice, Onion and Smoky Treet's... shipping wt. 6 lbs.



**Gift 98 Hickory Smoked
Turkey Breast... 13.50 DELIVERED**

Plump, succulent, boneless breasts, sweet hickory smoked to lip smacking goodness. 4 to 5 lbs. of fully prepared young 'n tender white meat ready to serve hot or cold. Supplied until May 1st... Shipping wt. 7 lbs.



Gift 60 Indoor/Outdoor Weatherman

11.95 DELIVERED

Registers temperatures inside and out simultaneously. Has built-in humidity meter and is fully guaranteed. This quality Springfield instrument in grained walnut finish with gold panels and velvet toned finial also becomes a valued decorator piece in any home. Gift includes four 2 oz. Carousel, Bluette, Sharpy and Napoli cheese rounds... a Trio pack of 1 oz. Tilsit, Cheddar, Kümmel... six 2/3 oz. flavored cheese wedgies... two 1 oz. wedges of Blue cheese... four Spicy, Cheddar, Onion and Smoky 1 oz. Treets... shipping wt. 5 lbs.



Gift 13 Salt and Peppermill Set... 7.50 DELIVERED

A perfectly matched natural wood grained pair. Peppermill has imported mill that adjusts to any desired grind. A gift in a "mill"-ion packed with three 3 1/2 oz. wedges of Cheddar, Brick, Caraway... two 3 oz. rolls of Aged and Smoky... two 2 oz. rounds of Danish and Caraway... Trio pack of 1 oz. Tilsit, Kümmel, Cheddar... three 1 oz. Treets of Smoky, Spice, Onion and two 2/3 oz. flavored cheese wedgies... 15 selections, shipping wt. 4 lbs.

Gift 35 Hospitality

4.95 DELIVERED

A true Wisconsin hospitality pack. When guests drop in treat them to cheese snacks and they'll love it! Pack contains four 2 oz. rounds of Sharpy, Napoli, Bluette and Carousel... four 3 1/2 oz. wedges of Cheddar, Brick, Caraway and Colby... six 2/3 oz. flavored cheese wedgies and four 1 oz. Cheddar, Onion, Spice and Smoky Treets... shipping wt. 4 lbs.

*All items on these pages
available all year 'round*



Gift 47 Guernsey Maid 5.50 DELIVERED

Another gift of good taste from the dairyland state featuring a new 4 oz. cup of Smoky Spread . . . two 8 oz. all beef sausages, Summer and Thuringer . . . two 3½ oz. wedges of Brick and Cheddar . . . two ¾ oz. flavored cheese wedgies . . . four 1 oz. Onion, Blue, Smoky and Spice Treets . . . two 2 oz. tins of Chicken Liver pate and Antipasto hors d'oeuvre . . . shipping wt. 4 lbs.

Items on this page
available year 'round.



Gift 84 The Treasure Chest 10.50 DELIVERED

A heritage album of 1,064 inspirational quotations, poems, sentiments and prayers from the great minds of 2,500 years. Richly illustrated, handsomely bound, published by Harper & Row, edited by Charles L. Wallis. Packed with 19 Wisconsin heritages of 3½ oz. wedges of Cheddar, Brick, Colby and Caraway . . . two 3 oz. Edam and Gouda balls . . . two 1 oz. Tilsit and Kümmel . . . two 1 oz. Spice and Onion Treets . . . a six pack of ¾ oz. flavored cheese wedgies . . . two 2 oz. rounds of Danish, Caraway and a 4 oz. carton of Wine spread . . . shipping wt. 7 lbs.



CUSTOM CUTS OF WISCONSIN GUILD CHEESE

Order by Number!	All Prices Delivered!	Order by Number!	All Prices Delivered!
411 Sharp Cheddar	5 lbs. \$7.50	417 Med. Aged Brick	2 lbs. \$3.00
412 Sharp Cheddar	2½ lbs. 4.50	422 Edam Ball	1 lb. 10 oz. 3.25
413 Med. Aged Cheddar	5 lbs. 7.25	423 Blue (½ wheel)	3 lbs. 4.95
414 Med. Aged Cheddar	2½ lbs. 4.25	429 Swiss Fondue	2 lbs. 4.25
415 Smoky Cheddar	2½ lbs. 3.75	430 Chocolate Fondue	2 lbs. 4.25
416 Cured Swiss	2 lbs. 3.25	431 Pizza Fondue	2 lbs. 4.25

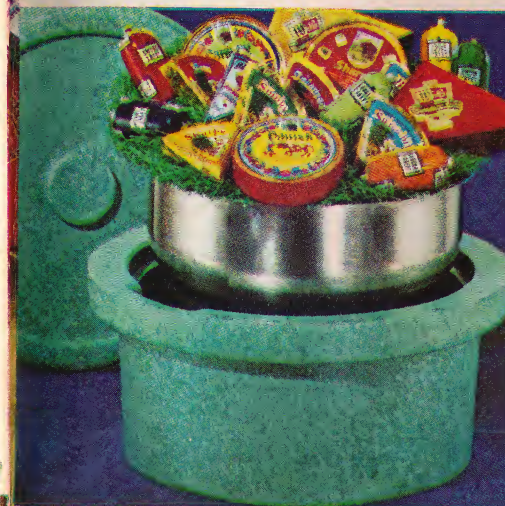
SAUSAGE

441 Summer (All beef)	2 lbs. \$4.00	444 Liverwurst	2 lbs. \$3.50
442 Thuringer (All beef)	2 lbs. 4.00	445 Beerwurst	2 lbs. 3.75
443 Braunschweiger	2 lbs. 3.50	446 Yachtwurst	2 lbs. 3.75

CROCK REFILLS

460 Cheddar	¾ lb. \$1.35	465 Port Wine	1¼ lb. \$2.30
461 Swiss	¾ lb. 1.35	466 Cheddar	2½ lb. 4.25
462 Port Wine	¾ lb. 1.35	467 Swiss	2½ lb. 4.25
463 Cheddar	1¼ lb. 2.30	468 Port Wine	2½ lb. 4.25
464 Swiss	1¼ lb. 2.30		

INCENTIVE PLANS! YEAR 'ROUND CROCK 'N REFILL PLANS! PICK 'N.CHOOSE PLANS!
WRITE FOR DETAILS—ADDRESS ON PAGE 3.



Gift 63 Thermo Hostess 6.95 DELIVERED

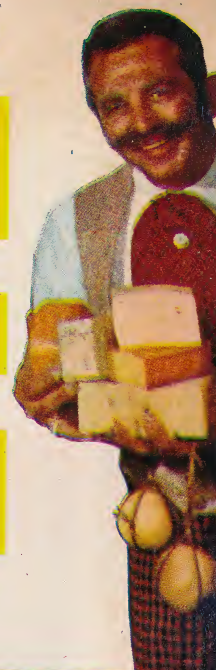
Prepare foods in stainless bowl . . . in oven or refrigerator . . . place in thermo jacket and take on a picnic or to a church supper. Keeps things hot or cold till served. Gift includes two 3½ oz. wedges of Cheddar and Brick . . . six ¾ oz. flavored cheeses . . . three 2 oz. rounds Caraway, Danish, Sharpy . . . six 1 oz. cheese Treets and 1 oz. wedge of Blue . . . shipping wt. 4 lbs.



Gift 86 Kettle Moraine 6.95 DELIVERED

We saw this quaint, functional old tea kettle in a Kettle Moraine antique shop and thought you might like it if we chose an exceptional variety of cheese to go with it. Comes filled with two 3½ oz. wedges of Cheddar and Brick . . . six ¾ oz. wedgies of flavored cheese . . . six 1 oz. Treets of Spice, Blue, Smoky, Garlic, Onion and Cheddar . . . shipping wt. 3 lbs.

Items on this page available year 'round



Gift 50 Country Kettle 27.95 DELIVERED

West Bend's party-size cook 'n server prepares and serves tempting foods in the warm-hearted country inn manner. 5 qt. automatic kettle has cooking surface of new, hard-coat, fired-on Teflon. Serves 6 to 24 guests. Just set dial . . . forget it, join the party . . . Country Kettle "minds-your-meal" automatically . . . It's ideal with 25 Guild favorites . . . four 2 oz. tins of Lobster, Chicken Liver, Antipasto and Shrimp pates . . . 4 oz. cup of Cheddar Spread . . . two 1 oz. wedges of Blue Cheese . . . 3 oz. Trio of Kümmel, Tilsit and Cheddar . . . six $\frac{2}{3}$ oz. flavored cheese wedgies . . . 8 oz. all beef Summer Sausage . . . four 3 oz. rolls of Blue, Spicy, Smoky and Aged cheese . . . four 2 oz. rounds of Caraway, Sharpy, Napoli and Danish shipping wt. 11 lbs.

